

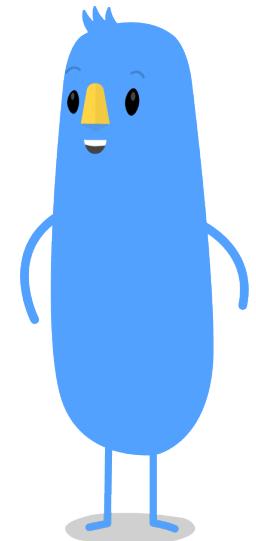
Stickybeak

From small talk comes big ideas

Methodology and summary of findings

- This report includes answers from 210 respondents
- Respondents were young women based in New Zealand aged 18-25 years
- They were predominantly recruited via social media and had no prior knowledge of the survey topic
- As with all small sample sizes of niche audiences results should be read as indicative
- Nevertheless results are fairly striking with “agreement” across all questions ranging from slightly below half to around a quarter
- “Agreement” is defined as including 1+2 on the 5-point scale, “Disagreement” is defined as including 4+5 on the 5-point scale

- 48% agreed that their generation is represented in today’s media landscape
- 41% agreed that they were recognised for the work they do
- 34% agreed they had access to mentoring services to benefit their professional and personal growth
- 32% agreed they had equal opportunities to young men in the same age group
- 26% agreed their opinions and perspectives were heard and valued by society





Agreement with statements (%)

